

INTRODUCTION:

1.1 Overview

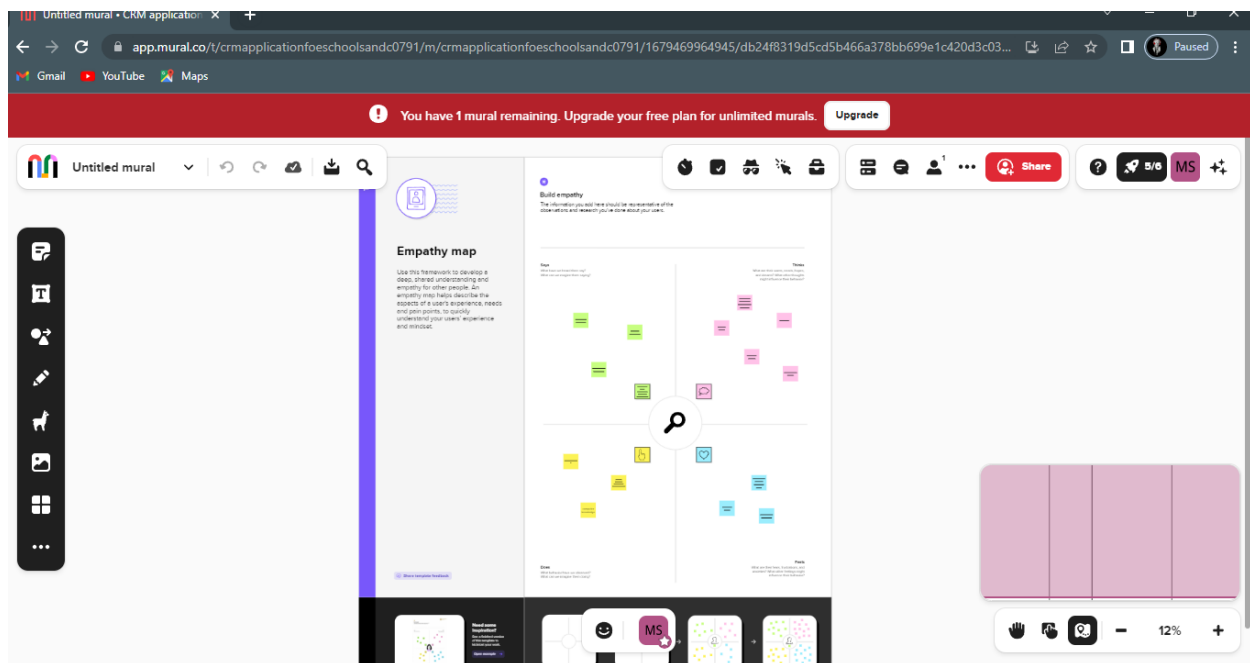
*Customer Relationship Management is a strategy that companies use to manage interactions with customers and potential customers. CRM helps organizations streamline process, build customer relationships, increase sales, improve customer service, and increase profitability

1.2 Purpose

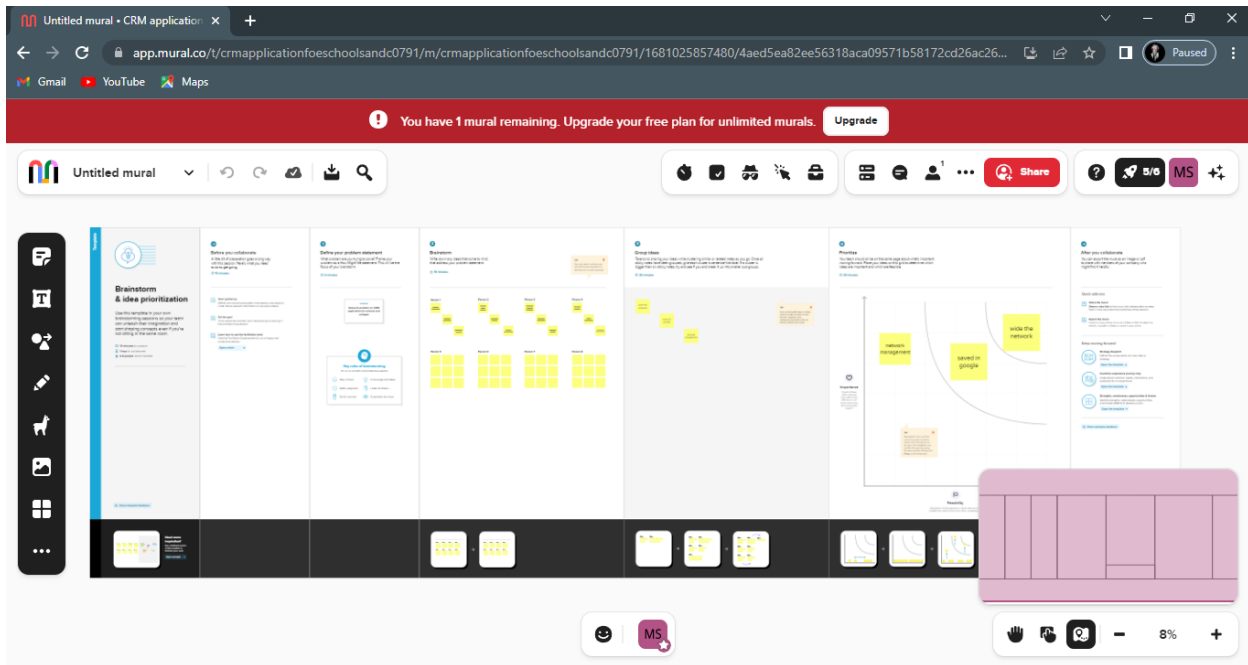
* A CRM platform connects insights campus-wide instead of creating data silos, making it easier for insyitions to quickly support new business models as constituent needs evolve over time.

- **Problem Definition & Design Thinking**

2.1 Empathy Map



2.2 Brainstroming and Ideation Map



3 RESULT

3.1 Data Model:

Object name	Fields in the Object	
obj1: ATTENDEES		
	Field label	Data type
	Enter id	Auto number
	Phone	Phone
obj2: SPEAKER		
	Field label	Data type
	Enter Bio	Text Area
	Email	e-mail

3.2 Activity & Screenshot :

Milestone-2:object

Activity: 1

Home | Salesforce x Home | Salesforce x New Custom Object | Salesforce x +

govtartscollege21-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/new

Search Setup

Setup Home Object Manager

SETUP New Custom Object

Help for this Page

Permissions for this object are disabled for all profiles by default. You can enable object permissions in permission sets or by editing custom profiles. [Tell me more!](#) [Don't show this message again](#)

Custom Object Definition Edit

Save Save & New Cancel

Custom Object Information

The singular and plural labels are used in tabs, page layouts, and reports.

Label Example: Account

Plural Label Example: Accounts

Starts with vowel sound ☐

The Object Name is used when referencing the object via the API.

Object Name Example: Account

Description

Milestone:3 Lightning App
Activity: create the school management app

Home | Salesforce x Home | Salesforce x New Custom Object | x New Custom Object | x New Custom Object | x App Manager | Salesf... x +

govtartscollege21-dev-ed.develop.lightning.force.com/lightning/setup/NavigationMenus/home

Search Setup

Setup Home Object Manager

SETUP Lightning Experience App Manager

New Lightning App New Connected App

Clone Apps(Beta)

Quickly create new Lightning apps by cloning existing apps. To use the beta feature, indicate that you've read all legal requirements and agree to participate by toggling Enable App Cloning. See additional details and terms in the [Winter '23 release notes](#)

Enable App Cloning ☐ Disabled

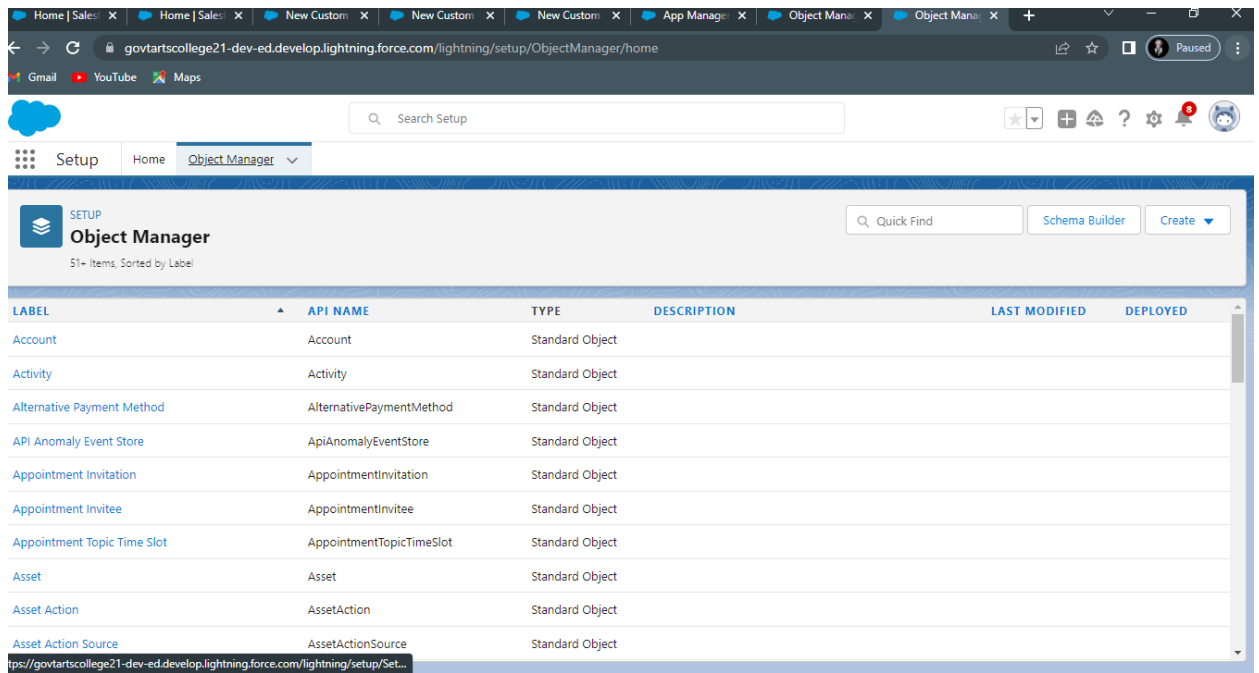
25 items • Sorted by App Name • Filtered by All appmenuitems - TabSet Type

	App Name ↑	Developer Name	Description	Last Modified ...	Ap...	Vi...	
1	All Tabs	AllTabSet		18/03/2023, 10:27 am	Classic		
2	Analytics Studio	Insights	Build CRM Analytics dashboards and apps	18/03/2023, 10:27 am	Classic	✓	
3	App Launcher	AppLauncher	App Launcher tabs	18/03/2023, 10:27 am	Classic	✓	
4	Bolt Solutions	LightningBolt	Discover and manage business solutions designed for your i...	18/03/2023, 10:29 am	Lightning	✓	

<https://govtartscollege21-dev-ed.develop.lightning.force.com/one/one.app#/setu...>

Milestone:4 Fields and Relationship

Activity: 1

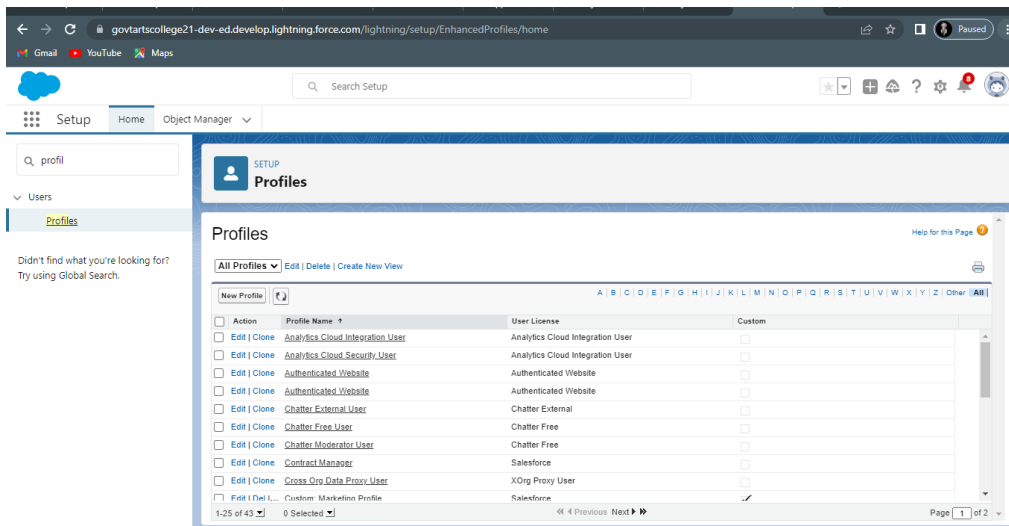


The screenshot shows the Salesforce Object Manager interface. The browser address bar displays the URL: govartscollege21-dev-ed.develop.lightning.force.com/lightning/setup/ObjectManager/home. The page header includes a search bar labeled "Search Setup" and a navigation menu with "Setup", "Home", and "Object Manager". The main content area is titled "Object Manager" with a sub-header "51+ Items, Sorted by Label". A "Quick Find" search bar is present, along with "Schema Builder" and "Create" buttons. The table below lists standard objects with columns for Label, API Name, Type, Description, Last Modified, and Deployed.

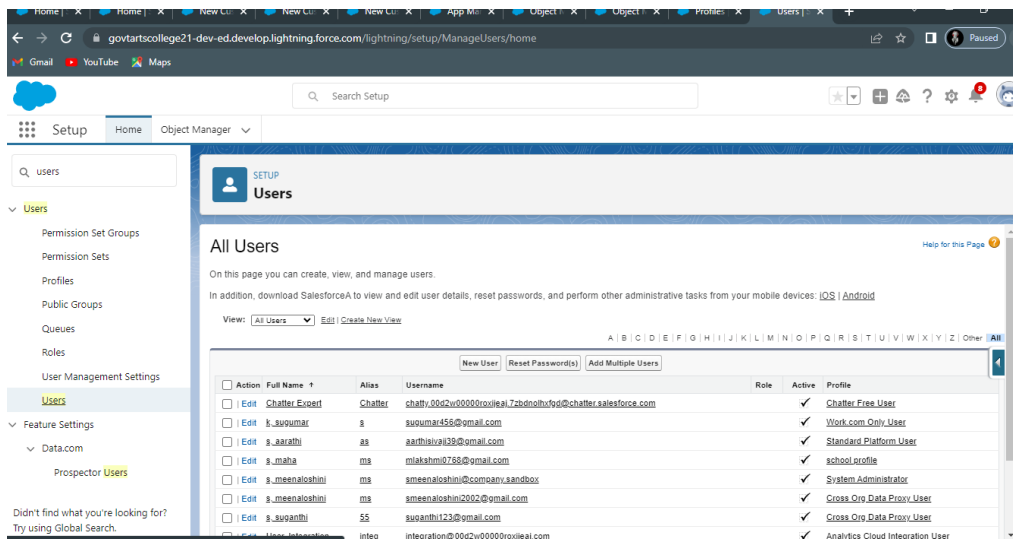
LABEL	API NAME	TYPE	DESCRIPTION	LAST MODIFIED	DEPLOYED
Account	Account	Standard Object			
Activity	Activity	Standard Object			
Alternative Payment Method	AlternativePaymentMethod	Standard Object			
API Anomaly Event Store	ApiAnomalyEventStore	Standard Object			
Appointment Invitation	AppointmentInvitation	Standard Object			
Appointment Invitee	AppointmentInvitee	Standard Object			
Appointment Topic Time Slot	AppointmentTopicTimeSlot	Standard Object			
Asset	Asset	Standard Object			
Asset Action	AssetAction	Standard Object			
Asset Action Source	AssetActionSource	Standard Object			

Milestone:5 Profiles

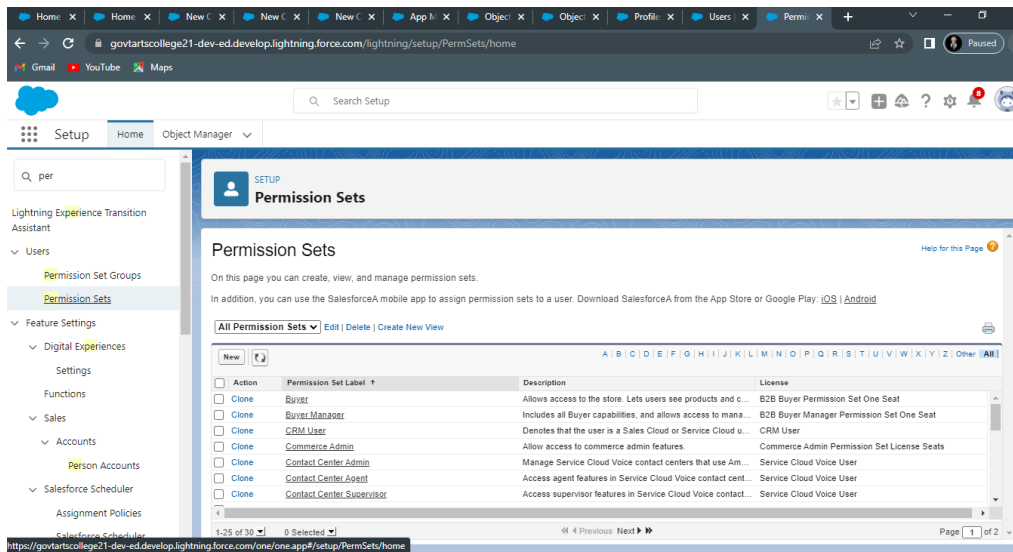
Activity : 1 creation on profile



Milestone:6 Users
Activity : 1 creating a users

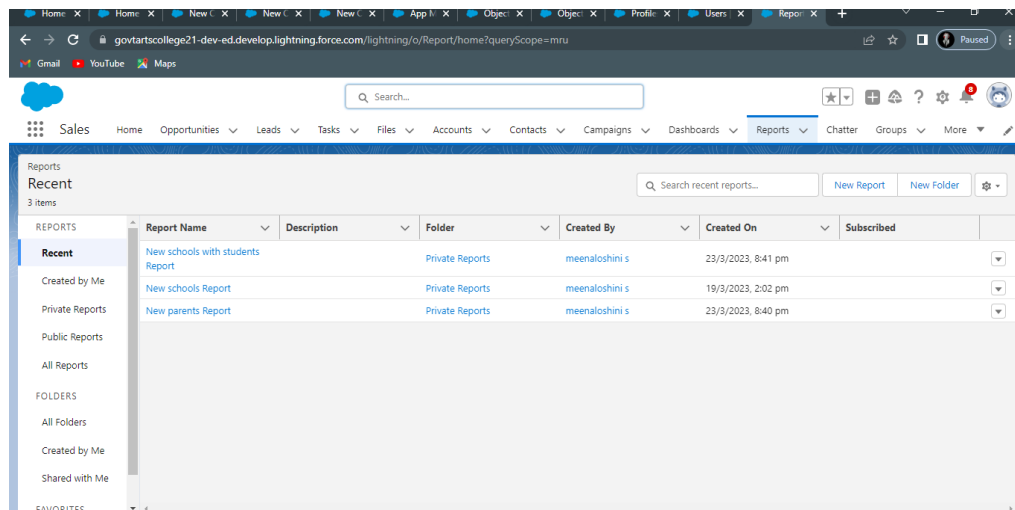


Milestone:7
Activity : 1



Milestone:8 Reports

Activity : 1



4 Trailhead Profile Public URL :

Team Leader-Meenaloshini.s
<https://trailblazer.me/id/mloshini>

Team Member 1 – aarthi.S
<https://trailblazer.me/id/aarts29>

Team Member 2-Devi.V
<https://trailblazer.me/id/deviv14>

Team Member3-Mahalakshmi.S
<http://trailblazer.me/id/mahas73>

Team member 4-Mythili.T.R
<http://trailblazer.me/id/mytkr1>

5 ADVANTAGES & DISADVANTAGE :

Advantages:

- 1.Work at anywhere
- 2.Organisation and details
3. Easy to learn by communicating
4. Timeliness And Flexibility. ...
5. Our mistake has been verified successfully.

Disadvantages :

- 1.Difficult to handle
2. Time consuming process.
3. More human power required.

5 APPLICATIONS :

- 1.Promote Your application anywhere
2. Sell online application

3 Targeted Digital Marketing. ...

4 Drive Pre-online application Engagement. ...

5. Push Notifications. ...

6.Enables Effective Communication. ...

7.Establish An Attendee Network.

..

8. Online application Apps Help With Branding.

6 CONCLUSION

- Customer Relationship Management System is **user friendly and cost effective system**
- it is customized with activities related to event management life style
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8 FUTURE SCOPE

1. It involves **management, creation and development of events such as corporate conferences, wedding, festivities, formal parties etc...**
- 2.. It involves a lot of research about the brand, target audience and the concept of the event before planning the actual event.